



about Orange

home | products & services | the Orange shop | how to... | coverage & international calling | **personal** | **business** | **today** | about Orange | contact us | search

keyword search across
all dates and categories

go

Quarter 4 2002

category

found 29 articles for Quarter 4
2002
listing articles 21-25 of 29

Orange & Microsoft Launch The
World's First Smartphone - The
SPV

Don't Just Rely On Your Memory!

Orange Appoints Mother To Handle
Its UK Advertising Business

Small Is Beautiful As Small
Companies Take Lead In UK
Business

Orange Launches 'Your Plan For
Business'

previous

next

Orange news

ORANGE & MICROSOFT LAUNCH THE WORLD'S FIRST SMARTPHONE - THE SPV

Orange First with the Powerful and Affordable SPV

London, 22nd October 2002: Microsoft corp. and Orange SA today announced the launch of the world's first Windows® Powered Smartphone – the Orange SPV – heralding the start of a new mobile revolution. Customers across Europe will now be able to experience the vision of a truly wirefree world accessing what they want, when they want it, wherever they are.

The SPV – which stands for Sound Pictures Video – is a new class of mobile phone that combines high-resolution colour, speed and exciting applications such as full web access, easy-to-use wirefree email and instant messaging – all on a small, stylish mobile handset. It gives customers the freedom to personalise their phone and add their own applications. The SPV is the first in a range of phones that will act as a vehicle through which Orange will deliver its vision of the wirefree future.

Orange customers will have access to a range of Orange and Microsoft applications and services including Photo Messaging, email, calendar, contacts, personal information services, instant messaging, Pocket Internet Explorer and Windows Media® Player. Many of the functions can be synchronised with a Windows-based desktop PC, enabling seamless synchronisation with services such as Microsoft Outlook® email and calendar software (Microsoft Outlook for Windows is included with the SPV). An attachable camera – allowing customers to take and send photos to friends – will also be included with the phone. The SPV even allows customers to back-up their contacts and calendar onto the Orange network so they know their details are safe and can be restored at any time. Customers can also have new applications and services downloaded or upgraded over the air.

Orange worked with Microsoft and hardware manufacturer High Tech Corporation (HTC) to create the SPV. Orange assisted Microsoft in the testing and fine-tuning of the Smartphone software and worked with HTC to develop the initial hardware builds to deliver an exclusive Orange phone with a unique look and feel, and set of services. Every touch point the customer has with Orange has been considered - not only the navigation experience and services on the phone, but also the highly-trained customer services in all Orange retail, dealer outlets, and customer service centres.

Richard Brennan, Executive Vice-President for OrangeWorld and Brand, said: "With the SPV, we now are able to deliver a suite of advanced services well before the advent of third generation networks, including photo messaging, advanced messaging services, video streaming and access to high-quality information and content, even across the web. The SPV is a key component of bringing these services to life and making them easier for our customers to access. The SPV will help drive Orange toward its predicted data revenue target of 25% of total revenues by 2005.

"Working closely with Microsoft, Orange has overseen the project from the start to ensure that the SPV has specific, simple functionality that our business and consumer customers require. We believe that only by making the wirefree customer experience truly intuitive will customers use such services. That's why we have focussed our efforts on a number of areas that are key to driving our data services, and made them easier for the customer to access and use."

Juha Christensen, Vice President of the Mobile Devices Marketing Group for Microsoft said: "Having reached this significant milestone, we are now launching the Smartphone platform, providing customers with the ability to choose their preferred method

McGarry Bair LLP 616 742 1010 P.10/12
or communication, from voice, email, text or instant messaging and giving them the
capability to play digital media and exciting mobile games. The Windows Powered SPV will
set the bar even higher for what defines a smart device."

"This culmination of efforts by Microsoft and Orange means customers will now have
access to an affordable mobile phone with truly content-rich as well as business-focussed
services on it. It allows people to make the most of their free time and is truly an
outstanding mobile phone for work or play."

Today's announcement brings together two of the most powerful brands in the mobile and
computing marketplaces, demonstrating a powerful convergence of industries. Both
Orange and Microsoft have brought their own significant areas of expertise together to
deliver this device, the services and applications. The Windows Powered SPV is the first in
a range of devices that will deliver a world of simple and innovative services to Orange
customers (see appendix). The SPV is due to be available across the UK in early
November with a recommended retail price of £179 (including camera, cradle, charger, SD
memory card and subject to a 12-month Orange contract). It will be available in France,
Denmark and Switzerland in the coming weeks. Pricing will differ from market-to-market
and will be announced upon launch. Other Orange operations including Belgium, The
Netherlands, Slovakia, Romania and Thailand are also expected to offer the SPV early in
2003.

About Orange

Orange and wirefree are trademarks of Orange PCS. The Orange group is one of the
world's largest mobile communications companies, with over 40 million customers in 21
countries across Europe and beyond. It provides a broad range of personal
communications services, including Orange GSM1800 services and other digital cellular
telephone services. The Orange brand operates in the UK, France, Switzerland, Romania,
Denmark, Slovakia, Thailand, the Ivory Coast, the Dominican Republic and the Cameroon.
The Orange group also has controlled operations in Belgium (Mobistar), the Netherlands
(Dutchtone), Botswana (Vista Cellular) and Madagascar (SMM) and intends to launch
Orange UMTS operations in Luxembourg. The Orange group has a joint controlling interest
in Egypt (MobiNil) and minority interests in Italy (Wind), Portugal (Optimus), Austria
(Connect Austria) and Mumbai/India (BPL Mobile). As at the end of June 2002, Orange
was the largest mobile operator in both the UK with over 12.8 million active customers, and
France with over 18.6 million customers. Information about Orange can be found on the
Orange website at www.orange.com

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services
and Internet technologies for personal and business computing. The company offers a wide
range of products and services designed to empower people through great software – any
time, any place and on any device.

For more information (press only):

Orange

Please call the Orange Media Centre on +44 207 984 2000 or +44 7973 201 911.
Alternatively, for more information on the Orange SPV, email: media.centre@orange.co.uk

Microsoft

Please call Miller/Shandwick Technologies on +44 020 7067 0500 or email
emeasmobility@miller.shandwick.com

Microsoft, Outlook, Windows, and Windows Media are either registered trademarks or trademarks of Microsoft
Corporation in the United States and/or other countries. The names of actual companies and products mentioned herein
may be the trademarks of their respective owners.

Appendix – Orange SPV

1. SPV benefits and features
2. SPV applications and accessories
3. SPV technical specifications
4. Key benefits for consumer customers
5. Key benefits for business customers

1. SPV benefits and features

- Intuitive use – Microsoft Windows powered, providing a simpler user interface, including Pocket Outlook with email, calendar and contacts in a familiar Windows environment.
- "Home" key – always takes you back to your personal start-up screen
- "Back" key – takes you back to the last screen you were on
- One inbox for all your messages (text, photo message or email)
- Access numerous functions (such as calendar, contacts and email) while continuing a voice call
- Record a call or make voice notes
- Speakerphone
- Hi-resolution full-colour screen
- Affordable (RRP in UK £179 subject to a 12 month minimum term contract - connection subject to status)
- Full integrated HTML and WAP colour web browsing
- Orange Backup and over-the-air update (enabling customers to back-up their data onto the Orange network)
- Compatible with Orange Wirefree Server (Microsoft Mobile Information Server), allowing corporate users wirefree access to their emails and calendar information
- Small and lightweight yet extremely powerful
- Personalisation possible – web favourites, home screen, ringtones
- Single handed use

2. SPV applications and accessories

- Multimedia - secure access to the internet
- Microsoft Windows Media Player (allowing both video and music playback)
- Synchronisation with Microsoft Outlook, ensuring you're always up to date with your movements and mail
- Orange websites optimised for ease of use on the SPV
- Orange Today – direct access to news, sport and other information directly from the home screen
- Pocket slideshow by CNetX
- Rebound! by Ideaworks3D – full colour "console-style" game
- The ability to download 3rd party applications directly from the Internet
- Accessories: Clip-on camera for photo messaging, USB cradle for desktop use and stereo headphones
- Digital camera (enabling photo messaging)
- Memory (SD) card complete with a range of applications (including clips of two Chemical Brothers videos)

3. SPV technical specifications

- Tri-band (900, 1800 and 1900) for use across Europe and in the US
- 2.2" TFT LCD display giving 176x220 and 64k colours
- GPRS class 8, PBCCH and MMS support
- Expansion slot for SD or MMC card for storage up to 256mb
- Li-ion battery giving 3 hours solid talktime and 100 hours standby
- TI OMAP ARM processor at 120mhz
- 32mb flash ROM and 16mb SDRAM – more than 6mb available to the user
- Trusted third-party security model for downloading applications
- Infrared port (serial interface)
- Earphone jack
- Hardware manufactured by HTC (makers of the Compaq iPAQ)

4. Key benefits for consumers customers:

- Speed dial for voice calls

- Offers the familiarity and ease of Microsoft applications (Pocket Outlook, Pocket Internet Explorer, Windows Media Player) all on a phone
- Personal email
- Instant messaging
- Advanced messaging with clip-on camera for photo messaging
- Browse web
- Single and multi-player games
- Video download and local playback
- Listen to music (Orange services, plus Windows Media Audio/MP3 and Internet radio)

5. Key benefits for business customers:

- Offers the familiarity and ease of Microsoft applications (Pocket Outlook, Pocket Internet Explorer)
- Secure corporate email access (Orange Wirefree Server). Superb compatibility with Microsoft Mobile Information Server
- Secure PIM (Personal Information Management) access – calendar, contacts and task lists
- Device and software management (manage large number of devices and applications via leading over-the-air configuration and software management capabilities)
- Synchronise SPV email, calendar and contacts with a desktop PC
- Range of business applications under development
- Single handed use
- Accessories such as car kit and attachable keyboard available soon